

Montana Department of Transportation
Earned Media Native American Impaired Driving: Activity Report
July 21, 2006

Job number: MDT NA ID 11395

Project Description: The contracted media company has continued the coordination and supervision of traffic safety promotion on four American Indian reservations in Montana. Activities May through July of 2006 included: training; survey development; writing and distribution of news releases; creative development; media placement; production and distribution of promotion items; coordination with community agencies and organization; and facilitation of displays for public events.

Target Audience:

Primary Demographic: Native American men age 18-34
Secondary Demographics: Young Native American women; High school students & youth

Market Definition:

Residents of four Montana Indian Reservations:

- Blackfeet Reservation (2005-2006)
- Fort Belknap Reservation (2005-2006)
- Fort Peck Reservation (2005-2006)
- Rocky Boy's Reservation (2006)

Objectives:

Goal: Reduce traffic deaths and injuries on these Reservations

- 1) Reduce incidence of impaired driving

Basic Strategies

A. Traffic Safety Communications Intern

- Structure and fund a part-time stipend for a resident of the Reservation
- Partner with local tribal college to select and oversee the recipient of the stipend
- Encourage creative and innovative methods of communications

B. Coordinate with other agencies and organizations

- Indian Health Service, law enforcement, schools, clubs
- Highlight the burden of vehicle crash injuries on health care budgets

C. Presence at events such as pow wows, festivals and health fairs

D. Utilize paid and unpaid media, where available

Time Frame

- Soliciting applicants, hiring and training: January through March
- Seat belt message development: April and May
- Seat belt Campaign: June (Father's Day)
- Impaired driving message development: July through August
- Impaired Driving campaign: August through September (Labor Day)
- Activities and events: May through August (or early September)
Prom, Graduation

Powwows
Community events and fairs
Parades
Rodeos

Introduction of Traffic Safety Program

In late May of 2006, the SOAR program—Safe On All Roads—was introduced on the four reservations. Branding activities began with news releases that were published in each market. A SOAR logo was created by the contracted media company, and it was utilized on all materials, such as banners, newspaper ads, posters and fliers. The SOAR logo was provided to the interns for their use on all materials. The paid interns, in their capacity as program coordinators on their respective reservations, also received electronic files of the SOAR letterhead for their use in all correspondence.



The selection of the program name and the subsequent logo design was approved by all of the local coordinators and their advisors. T-shirts with the logo were produced and distributed to the interns for them to wear at events. Volunteers assisting the interns also received t-shirts. A silicon bracelet with the words “SAFE ON ALL ROADS” is being distributed at the powwows, along with imprinted pens that are being used in the traffic surveys.

Impaired Driving Message Strategy

Finalization of a slogan for a Labor Day impaired driving campaign is underway. On two of the current contract reservations (Fort Peck and Rocky Boy’s) we’ve worked closely with law enforcement to publicize increased patrols and check points. While we’ve been focusing on seat belt use in the May-June efforts, graduation campaigns especially emphasized the need to avoid driving under the influence. Our media and community relations materials to date have had central points:

- 1) *Be Safe On All Roads—your path is important to all*
- 2) *Do not get into a vehicle with a driver who has been drinking*

In addition, we developed a banner that has been used in parades and contests:

- 3) *A Safe Car has a Sober Driver*

Since the low usage rate for seat belts contributes significantly to the serious injuries and deaths from alcohol-related crashes on reservations in Montana, we have found the two issues (seat belt use and impaired driving) somewhat inseparable for these particular populations. This is the basis for the rationale behind our program name, and the mention of both points in many of our advertising materials.

Traffic Safety Survey

In early June, the traffic safety interns on each reservation were given a written questionnaire based upon a survey form created by the Fort Peck Community College interns in conjunction with this MDT project in 2005. Responses about attitudes regarding alcohol-related driving and enforcement are being collected at powwows and college campuses, as well as other locations in the community. A prize drawing incentive is being used to encourage the participation of young adults.

Powwows and Other Events

In the relatively small communities of our targeted reservations, local events are an ideal opportunity to engage our audiences on the topic of impaired driving. Almost without exception, everyone in the

community responds to this concern. Our interns are working to give the people of their communities a focus on this issue, and the information that will help them educate their families and loved ones.

Our working list of events follows, though it may not be complete. Our interns also add other opportunities as they arise, such as Wild West Days in Wolf Point, the “Hottest Chili Contest” in Wolf Point, a child safety seat clinic at the Stone Child College, and others.

DATES	CELEBRATION/GATHERING	LOCATION	RESERVATION
NOV 9-10, 2005	Veterans' Powwow	Fort Belknap	Fort Belknap
JAN 12-13, 2006	Career Fair	Fort Belknap	Fort Belknap
FEB 10-12	Midwinter Fair	Fort Belknap	Fort Belknap
APRIL 7	College Powwow	Fort Belknap	Fort Belknap
MAY 6	Graduation Powwow	Wolf Point	Fort Peck
	Traditional Games	Fort Belknap	Fort Belknap
MAY 13	College Powwow	Browning	Blackfeet
	Memorial Powwow	Browning	Blackfeet
	Health Fair	Rocky Boy's	Rocky Boy's
JUNE 16-18	Red Bottom	Frazer	Fort Peck
JUNE 23-25	Badlands	Brockton	Fort Peck
JUNE 30-JULY 4	4th of July Powwow	Lame Deer	Northern Cheyenne
JULY 6-9	North American Indian Days	Browning	Blackfeet
JULY 21-23	Wahcinca Dakota Oyate	Poplar	Fort Peck
JULY 28-30	Milk River Indian Days	Fort Belknap	Fort Belknap
AUGUST 4-6	Rocky Boy's Annual Powwow	Box Elder	Rocky Boy's
AUGUST 4-6	Wadopana Celebration	Wolf Point	Fort Peck
AUGUST 11-13	Hays Pow wow	Hays	Fort Belknap
AUGUST 17-20	Crow Fair	Crow Agency	Crow
SEPT 1 – 3	Poplar Indian Days	Poplar	Fort Peck

Earned Media

News releases for Native American: March- June 2006. We have experienced total cooperation from local newspapers and radio on these reservations. In the spring of 2006, an additional weekly newspaper was initiated on the Fort Peck Reservation, for a total of three newspapers targeted for that reservation. (Note: Most area newspapers are weekly or monthly)

TITLE OF RELEASE	RELEASE DATE	FORT PECK RES. AREA MEDIA	FORT BELKNAP AREA	BLACK FEET RESERVATION	ROCKY BOY'S RESERVATION
MDT Traffic Safety Job Opening	March 13			X	X
MDT Traffic Safety Grant Awarded	March 27	X			
Night Patrol	March 29	X			

Cheryl Little Dog to Coordinate Traffic Safety	April 7			X	
Safety during Memorial Day weekend	April 24		X		
Graduation Powwow results	May 8	X			
Powwow sponsorship	May 9			X	
Chassidy Parisian Hired for Traffic Safety	May 11				X
Law Enforcement Mobilization	May 15	X		X	X
S.O.A.R.: Native American Traffic Safety Program Unveiled	May 26	X	X	X	X
Wild West Days sponsorship	June 5	X			
Checkpoints Held News Release	June 5	X			
MDT Coupon News Release (law enforcement)	June 19	X			
Survey respondents at powwows will have chance at free iPod		X	X	X	X
North American Indian Days giveaway scheduled				X	
MDT Director Lynch at NAID giveaway				X	

Blackfeet Reservation

On April 4, 2006, Cheryl Little Dog was selected as the MDT traffic safety coordinator for the Blackfeet Reservation. Cheryl is not a student at the college, but the college has supplied her with an office. Cheryl lives 12 miles from Browning and has the support of an extensive family in her project.

Intern: Cheryl Little Dog

- 33-year old East Glacier resident
- BA in elementary education
- Paraplegic since alcohol-related crash when she was 19

Cheryl's Activities:

- April appearance at MIP forum at the local high school
- Writing and recording a radio PSA targeted at graduating seniors
- Writing and recording a series of :30 radio PSAs for airing during the summer months
- Working with 360degree films of Babb to record a testimonial-style video in the process of editing. A :30 and :60 TV PSA will result.
- Letter to the Editor against alcohol published in the Glacier-Reporter
- Presence at North American Indian Days powwow
- Introduction of the Safe On All Roads traffic safety program to the community

MDT NA ID 11496: Blackfeet Graduation Radio
SCRIPT

:30 radio PSA: Cheryl PSA I

My name is Cheryl Little Dog.

15 years ago I was a lot like you...

I let my friends talk me into partying at graduation.

I drove my car when I was too drunk to make a smart decision.

I traded one party for the rest of my life in for a wheelchair.

Please, respect your family. Respect your future. Respect yourself.

Don't get in a vehicle with a driver who has been drinking. And always buckle your seat belt. It's your life. Be Safe On All Roads.

:30 radio: Cheryl PSA II

My name is Cheryl Little Dog.

One party at graduation cost me the use of my legs.

I was a crash waiting to happen, but I didn't even buckle my seat belt.

If you could know what it is like to spend 15 years in a wheelchair, you'd understand that drinking isn't worth the risk.

Please, respect your family. Respect your future. Respect yourself.

Don't get in a vehicle with a driver who has been drinking. And always buckle your seat belt. It's your life. Be Safe On All Roads.

North American Indian Days

We achieved exceptional success at North American Indian Days, the annual celebration on the Blackfeet Reservation. Cheryl developed a list of 49 families who has lost a loved one to an alcohol-related crash, and invited them to the powwow for a traditional giveaway. A giveaway is a spiritual balancing, and it was effective in making the point that we wish an end to the grief of these needless deaths, closure for the families, and a time of change and education where we all take responsibility to stop such tragedies. Jim Lynch, the director of the Montana Department of Transportation traveled to Browning to giveaway blankets to the families in attendance on the evening of July 6, the opening night of the powwow. The blankets were embroidered with the SOAR logo.



Jim Lynch's speech to the gathered spectators and families was broadcast live on the local cable channel. The president of Blackfeet Community College also spoke in support of the program and the importance of preserving the future of the Blackfeet Nation. While the comments of these gentlemen were planned in advance, we also had spontaneous support from the Master of Ceremonies, tribal councilman Earl Old Person, who commended Cheryl on her important effort to save lives and invited the families to participate in an honor dance for Cheryl. Cheryl's uncle,

Forest Little Dog, a tribal elder, provided a prayer for the families in the Blackfeet language. Participating families expressed gratitude to Jim Lynch, Governor Schweitzer and the state for focusing on a problem that has affected so many people on the Blackfeet Reservation.



Cheryl also arranged for a "float" in the popular NAID parade held on Saturday morning. In previous communications efforts, we've looked for help among health service and law enforcement, political figures and educators. Cheryl had a completely new idea, however, and enlisted the support of the owner of the local tow-truck and auto body company. As a person who sees the aftermath of the crash scenes, he was very generous in his support. The wrecked vehicle in the parade carried our "Sober Driver" banner."

Cheryl also manned a booth at the celebration for three days, with the assistance of the contracted media company and the project director. One of Saturday's activities was the collection of suggestions for a drunk driving campaign slogan. Those who stopped to take the survey were invited to think of a headline or slogan against drinking and driving. If they wrote down the slogan on our master sheet, they received a free can of soda pop.

Fort Belknap Reservation

Intern/subcontractor: Lynette Stein-Chandler

- Director of Gros Ventre (White Clay) language studies at Fort Belknap College
- Master's Degree in Native American Studies, Montana State University-Bozeman
- 2nd year Doctoral Student in Educational Leadership from the University of Montana.
- Contributing to an international book on Indigenous Education models.



Activities

- Display and fact sheets distributed at events
- School presentations
- Message ideas for posters
- Partnering with KGVA public radio on spots, announcements and programming
- Booth at events, including popular Traditional Games event in May

Project Period:

February 2006- July 2006

The following are completed activities and a list of planned activities to be completed by May 2006:

The traffic safety communications contractor of the Fort Belknap Reservation has completed a display booth at the community event of the Mid-winter Fair February 8-14, 2006 which included the development of display materials, booth set up, distribution of materials, all equipment provided by consultant (TV, video booth, decorative material, arrangements with community participation in events, visitation with people if they had questions, and distribution of materials.

The contractor of Fort Belknap also completed a visit with the junior and senior class of Harlem High School on April 19, 2006. The contractor developed a presentation for Native American youth on the topics of seat belt use and alcohol resistance. The contractor also spoke of traditional values that include the protection of community members and especially families of the community transcending and drawing a correlation of today's needed traffic safety. The class was also told about how language and seat belt use tie together and different projects they are welcome to join in such as taping radio programs about seat belt and drinking and driving.

The contractor of Fort Belknap also completed a visit with the 2nd and 3rd grade White Clay Language Immersion school.

The following are activities and the scheduled date of completion:

Nov. 9-10, 2005

Veterans Powwow

January 12-13, 2006

Career Fair

February 10-12

Mid-winter Fair

April 7 College Pow wow

Fort Belknap College, booth and talking points

Career Fair

April 27, 2006: Red Whip Complex of Fort Belknap Community

Health Fair: Health and Safety

May 5, 2006 at Indian Health Service- Fort Belknap

(Replacing Arts and Crafts Co-op in July)

Interview with Sergeant Curtis Fox of Fort Belknap Police Department,

April 25, 2006

Follow up in Blaine County Journal, journalist Ron Fischer

Interview with Police Chief Moses Deion

April 27, 2006

Follow up with article in Fort Belknap News, reporter Jennifer Perez

Radio Announcements

Write Script messages; translate into A'aninin (Gros Ventre)

2 for seat belt use

2 for impaired driving

Week of April 17-April 28

Four radio spots were recorded May 2, 2006, at KGVA radio with Dean Snow. Three high school students came to the studio to participate in the recording of the radio spots. Two additional scripts were provided by the contracted media company for production into 30-second spots that could be used on other reservations in Montana.

Site Visits

Hays Lodgepole May 1-4, 2006.

Fort Peck Reservation

Fort Peck Community College has continued to recruit a suitable intern for assistance with summer activities. Meanwhile, Lonnie Weeks has continued to work directly with the contracted media company on traffic safety activities. Lonnie is also traveling to three other reservations to collect traffic safety survey responses and present our traffic safety materials during powwows.

- The contracted media company's Traffic Safety subcontractor, Lonnie Weeks
Age 42, member of Warrior Society and Assiniboine Medicine Lodge
FPCC Traffic Safety Intern in 2005
Law and Justice Student at FPCC

Activities March – May, 2006

- School presentations in conjunction with DARE program, March - May
- Developing and recording monthly radio announcements, March - Sept
- Working with local law enforcement, March - Sept
- Assisting other interns, April - July
- Newspaper articles and radio interviews, March – present
- Powwow booths and sponsorships, May- Sept.
- Survey collection at eight powwows
- Development of impaired driving message for the Fort Peck Reservation
- Sponsorships of powwow events such as rez car contest

Television PSAs

Missouri River Communications, a local broadcast channel, is currently running Impaired Driving PSAs provided by the contracted media company at the request of the Fort Peck Tribal Police Highway Safety officer, Edison Elliott Tapaha.

Coordination with the DUI Task Force

Lonnie attends the meetings of the DUI Task Force, as well as the traffic safety meetings. We are able to support their activities with publicity and other assistance.

See Lonnie Weeks Law enforcement Ride-a-long Newspaper article below:

Night Patrol in Roosevelt

**By: Lonnie Weeks.
Fort Peck Community
College Student**

Lonnie Weeks is a Fort Peck Community College sophomore studying Tribal Law and Justice. He also works on traffic safety communications for the Montana Department Of Transportation.

Since last year, when I began promoting traffic safety on the Fort Peck Reservation, I've learned that law enforcement plays a fundamental role in how safe our roadways are. I had the opportunity to see for myself when I recently spent a Saturday night from 9

p.m. to 4 a.m. in a patrol car along with Roosevelt County Deputy Freedom Crawford.

Deputy Crawford picked me up at my house and then we began patrol. The seven-year veteran of the Sheriff's Department and the greenhorn student started the shift in Wolf Point. As he drove, Deputy Crawford answered my questions about his background and training. He had already told me there was no such thing as a dumb question, though I may have pushed the limits, at times.

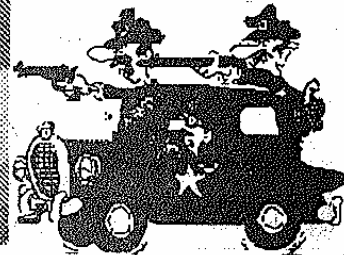
Deputy Crawford has

extensive training in Hazardous Material handling, such as cleaning up methamphetamine labs, and Special Weapons and Tactics (S.W.A.T.). He works for Roosevelt County and Fort Peck Tribes Law & Justice and on the D.U.I. task force and checkpoints as a Highway Safety Officer. Deputy Crawford served four years in the U.S. Army, where he was trained as a combat engineer. After the military, he became a deputy sheriff. He is also a member

(Night patrol - pg. 3)



Wolf Point resident Lonnie Weeks works hard to get out the message that alcohol/drugs and driving do not mix. He rode with a Roosevelt County Sheriff one night to see for himself how extensive the problem is.



Night patrol from page 1

of the Fort Peck Warrior Society.

I asked Deputy Crawford what he thinks can improve the conditions of Law Enforcement on the Fort Peck Reservation and Roosevelt County. His main response, and what impressed this college student, was EDUCATION of the public and our young people. He told me that we have to get young people to understand the consequences—what can happen to them when they make the choice to not wear a seat belt, or drive when they are under the influence of drugs or alcohol.

Fines, jail or prison time aren't the only consequences.

Vehicle crashes are the number one killer of young people. Serious injuries are

the shift, we came back to Wolf Point from Poplar. He decided to patrol West End housing when a vehicle headed straight for us. We headed for the ditch and they followed. Deputy Crawford took the ditch, did a turn-around, pursued the subject, and did a traffic stop. The driver was asked to do a breathalyzer test, which measures alcohol in the blood. The driver was legally under the influence. I was thinking: What if that was a young family heading home from Grandma's, instead of us? Would they have reacted the same as Deputy Crawford? Or would it have ended in tragedy?

What I have learned from this ride along and from talking to Deputy Crawford is we as the

ated. Daily, they are helping those among us who are in need or in trouble. We welcome our soldiers home and treat them as heroes, but what about our every day heroes? I personally would like to encourage the public next time they see an officer, just to say, "Hey, you're doing a great job, keep it up," or buy them a cup of coffee. We should show them as much support as we can, for they are protecting our safety. They are willing go into harm's way to keep the peace. They also have a lot of compassion for the well being of all of us Roosevelt County and Fort Peck Tribes residents.

Deputy Crawford and I encourage you to ex-



Lonnie takes photos of law enforcement activities and other traffic safety related activities for publicity purposes. Officer Steve Barr is shown at a checkpoint.

Rocky Boy's Reservation

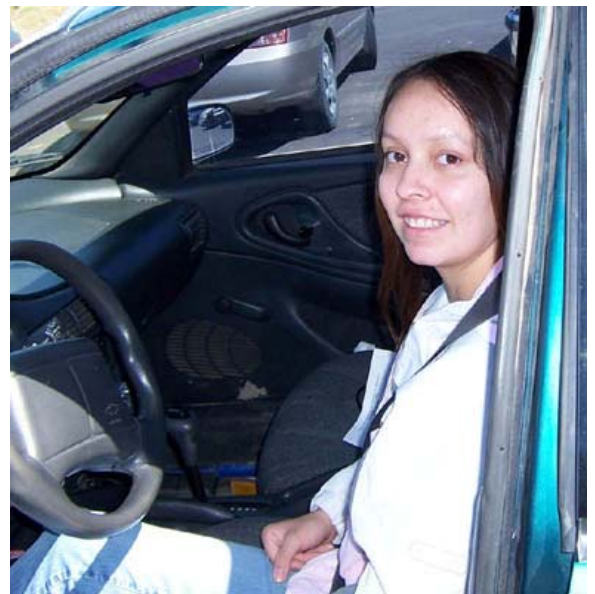
Stone Child College agreed to sponsor an intern, providing in kind administrative support, work station, etc. The primary contact at the college is the Dean of Academics, Nate St. Pierre. Applicants were interviewed during April, leading to the selection of Chassidy Parisian on April 24.

Chassidy Parisian

- Age 20
- Associate degree in business, '06
- Supported and supervised by Stone Child College

Activities

- Fact sheet
- Collection of crash, fatality and citation information for Rocky Boy
- Rodeos, tourneys, health fair, youth camps, powwow displays and public engagement
- Messages, testimonials for radio
- Coordinating with law enforcement, including Sgt. Allen Parisian and Officer Myron Oates, Jr. of the DUI Task force
- Newspaper articles and news releases
- Development of DUI message
- Preparation for giveaway and booth at the annual Rocky boy's powwow in August



Paid Media Activity Report follows.

Montana Department of Transportation
Paid Media - Activity Report for Impaired Driving Native American
Prepared July 17, 2006

The Native American Paid Media campaign dates are March 27 – May 28, 2006 and June 12 – September 3, 2006 for the Fort Peck ID campaign and May 26 – May 29, 2006 and June 26 – August 17, 2006 for the Blackfeet campaign. The primary demographics are Men 18 to 34 years of age. The media utilized are radio, outdoor boards and newspaper. The contracted media company negotiated a no-charge bonus radio commercial for every paid commercial scheduled, as appropriate for a non-profit entity.

RADIO

For the Fort Peck ID campaign the Lonnie Weeks spots were produced for the Wolf Point market. The contracted media company negotiated a paid schedule with a matching no charge schedule that aired on two radio stations in the Fort Peck Reservation area.

The spots were placed on KVCK-AM and KVCK-FM. These spots aired March 27 – May 28, 2006 and are currently airing June 12 – September 3, 2006.

For the Blackfeet Radio the Cheryl Little Dog graduation and testimonial spots were produced for the Shelby market. The contracted media company negotiated a paid schedule with a matching no charge schedule that aired on one radio station in the Blackfeet Reservation area.

The spots were placed on KZIN-FM. These spots aired May 26 – 29, 2006 and June 26 – July 7, 2006.

BILLBOARD

The contracted media company negotiated for an annual contract with the construction of a new billboard at a location of our selection (between Wolf Point and Poplar). We committed to a total of two paid boards in Harlem and at Tule Creek on the Fort Peck Reservation for five months and six months respectively. The boards cover the Fort Belknap and Fort Peck Reservations with excellent exposure to travelers on Highway 2. The impaired driving artwork will post in September-October.

NEWSPAPER

For the powwow survey promotion newspaper the contracted media company placed a 3 column x 9" B&W newspaper ad (i-pod drawing) in the Fort Belknap News, the Fort Peck Journal, Hardin Big Horn County News, Browning Glacier Reporter, Rocky Boy Tribal News and the Wotanin Wowapi. These covered both the Fort Peck, Fort Belknap, Blackfeet, Rocky Boy's, Northern Cheyenne and Crow Reservations.

Fort Belknap News	July 3, 2006
Fort Peck Journal	June 29, 2006
Hardin Big Horn County News	June 29 & August 17, 2006
Browning Glacier Reporter	June 29, 2006
Rocky Boy Tribal News	August 1, 2006
Wotanin Wowapi	June 29, 2006

